

Exhibit 103

DB-ZUFFA-00024678 (excerpted)



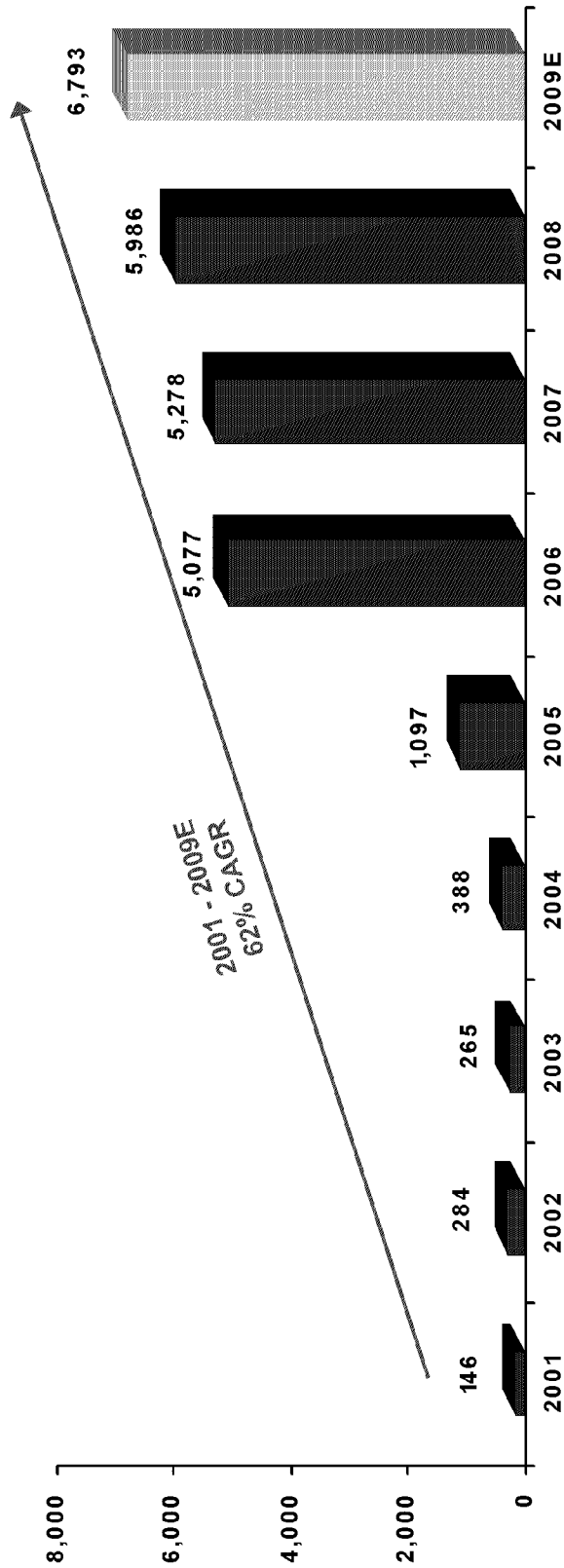
Ultimate Fighting® Championship®

**Public Lender Presentation
October 2009**

Scalable Business Model Supported by Robust U.S. PPV & Tremendous International Growth Potential

- #1 worldwide pay-per-view event provider since 2006
- **Price increases have shown inelastic demand characteristics, even during economic slow down**
- Less than 2% of buys generated outside of North America (WWE is over 30%)
- Potential to generate more buys in 2009 than WWE and HBO Boxing combined

Worldwide PPV Buys (in 000's)



Note: Reflects buys attributed to events in each calendar year. May not precisely match reporting period buys due to prior period adjustments.

UFC